

Events Marketing Manager



Phone :

Web :

Job Summary

Vacancy :

Deadline : Jul 11, 2024

Published : Jun 11, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Loopio is a workplace that unleashes learning & growth opportunities for our Loopers. We provide autonomous, challenging work that allows each employee to master their craft. We attract and retain people who are naturally curious, have grit and are eager to grow and build their careers. At Loopio, we genuinely support each other, because true success comes from working as #oneteam.

We're looking for a creative, enthusiastic, and highly organized Events Marketing Manager to lead our marketing events strategy and execution. In this role, you'll have a unique opportunity to bring your passion for events and marketing to life and create remarkable brand experiences that will help drive new revenue opportunities and create a long-lasting impression of Loopio's brand.

What You'll Be Doing

- Drive Loopio's in-person and virtual event marketing strategy and execution. You'll work closely with your Revenue Marketing Teammates to manage company-owned and industry events and determine the right opportunities to increase awareness, build community, and fuel new revenue opportunities.
- Plan and execute Loopio's annual customer summit, drive attendance and ensure appropriate follow-up to ensure revenue generation opportunities are realised.
- Make our Customers and Partners look like rockstars by working with the CSM and Partnership teams to source customer advocates and partners as guest speakers for events.
- Collaborate with internal teams, including Sales, Marketing, and Customer Experience, to determine event scope and ensure all teams are aligned on the event plan, objectives, and event logistics.
- Conduct retrospectives after each event to analyze performance, identify what worked, and what to improve upon.
- Handle post-event nurture, lead generation and handoff and regularly report on event ROI.
- Research, source, and create memorable marketing materials that will be used to showcase Loopio's brand at events, including booths, pop-up banners, swag, and printed materials.
- Manage Loopio's Swag inventory and budget to ensure a sufficient inventory of SWAG to support events, prospect and speaker gifts, and internal corporate events.

What You'll Bring to the Team

- You have an infectious passion for events and creating WOW-worthy experiences
- You come with 5+ years of experience in a B2B event marketing role (preferably at a software-as-a-service (SaaS) company)
- You have experience with Marketing communications to raise awareness, drive attendance and promote Loopio's value proposition post event.
- You bring a deep understanding of event marketing measurement and strategy
- You're extremely organized with the ability to multitask in a fast-paced environment
- You have experience creating business plans and know how to sell it to internal stakeholders
- You're obsessed with the little details
- You like to travel for work occasionally

Where You'll Work

- Loopio is a remote-first workplace because we recognize the advantages of working flexibly. We have two Hub Regions, which means that employees live and work within a 300 KM radius of Toronto (within Ontario) or Vancouver (within British Columbia) and work within regular business hours in their timezone.
- Loopio's office headquarters are located in Toronto's vibrant Kensington Market. All Loopers have the option to work from home. Ontario Loopers have the option to work in the Toronto HQ and BC Loopers may work from our co-working office in Gastown Vancouver. It is whatever works best for you!
- You'll collaborate with your teams virtually (we're just a Zoom call away!) and have established core sync hours and focus time during the workday to enable us to work smarter together

Why You'll Love Working at Loopio

- Your manager supports your development by providing ongoing feedback and regular 1-on-1s
- You have tons of autonomy and responsibility: this role provides an opportunity to try new things and push creative boundaries
- You'll learn more than you thought was possible; our team is obsessed with personal and professional growth (every Looper receives a professional mastery allowance each year)
- You'll be set up to work remotely with a MacBook laptop, a monthly phone and internet allowance, and a work-from-home budget to help get your home office all set up!
- Join us in regular company socials, AMA (Ask-Me-Anything), and quarterly kick-off to celebrate the big wins and milestones as #oneteam!
- You'll be joining a culture that has thoughtfully built out opportunities for connections in a remote first environment.
- We have Employee Resource Groups, House Teams (curious? ask us about it!), virtual yoga, cooking classes and many more moments for us to have fun and learn together!
- You'll be a part of an award-winning workplace and one of Canada's fastest growing companies with ample opportunity to make a big impact here!

We recognize that all too often, potential candidates don't apply for a position simply because they don't hit every single criteria included in the [job description](#)—particularly members of [underrepresented groups](#).

Whether or not your experience checks off all the boxes on a job posting, we still encourage you to apply to ensure that your application receives a review from our team. We understand that a resume can only showcase so much during the applicant stage, so we've created prompts in the application for you to share more about yourself. If you've made a career transition (or a few!), you're self taught in a new role, or you have skills/experience you'd like to highlight, we want to hear more about what you could bring to the table. Loopio is an equal opportunity employer that is deeply committed to building equitable workplaces that are diverse and inclusive. We actively encourage candidates from **all** backgrounds and lifestyles to consider us as a future employer. Please contact a member of our Talent Experience team (work@loopio.com) should you require accommodations at any point during our virtual interview processes.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
